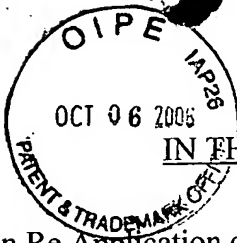


1Fu 3665
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Applicant : Thomas J. Perkowski
Serial No. : 10/058,970
Filed : January 28, 2002
Title of Invention : WEB-BASED CONSUMER PRODUCT BRAND IMAGE
COMMUNICATION NETWORK WHICH ENABLES BRAND
MANAGEMENT TEAM MEMBERS OF A CONSUMER
PRODUCT MANUFACTURER, TO DELIVER COMPOSITE
BRAND IMAGES TO CONSUMERS AT POINTS OF
PRESENCE ON THE WORLD WIDE WEB (WWW) USING
REMOTELY PROGRAMMABLE MULTI-MODE VIRTUAL
KIOSKS (MMVKS)
Examiner : Mark Fadok
Group Art Unit : 3665
Attorney Docket : 100-058USANB0

Honorable Commissioner of Patents
and Trademarks
Washington, DC 20231

RESPONSE TO OFFICE ACTION

Sir:

In response to the Office Action mailed March 31, 2006 Applicant hereby submits the following amendments to the same:

10/06/2006 FMETEK11 00000054 10058970
01 FC:2201 100.00 OP
02 FC:2202 900.00 OP

AMENDMENT OF THE TITLE OF INVENTION:

Please amend the Title of Invention to read as follows:

--INTERNET-BASED METHOD OF AND SYSTEM FOR ENABLING MANUFACTURERS OF CONSUMER PRODUCTS AND/OR AUTHORIZED PARTIES TO MANAGE AND DELIVER CONSUMER PRODUCT MARKETING COMMUNICATIONS TO CONSUMERS AT POINTS OF PRESENCE ON THE WORLD WIDE WEB (WWW) USING MULTI-MODE MARKETING COMMUNICATION SUBSYSTEMS DRIVEN BY SERVER-SIDE COMPONENTS AND MANAGED BY MANUFACTURERS AND/OR AUTHORIZED PARTIES--